



Audit Bureau of Circulations

Corrected Report: To correct Par. 1.

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AUDIT REPORT: Magazine

FAMILY CIRCLE

New York, New York

CLASS, INDUSTRY OR FIELD SERVED: A service magazine for contemporary women: helping them get more out of their many roles as wife, mother, homemaker, career person.

1. AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 1989:

Subscriptions:	1,565,964
Single Copy Sales:	<u>3,661,851</u>
AVERAGE TOTAL PAID CIRCULATION	5,227,815
Advertising Rate Base	to 8-15-89 5,400,000
	since 8-15-89 5,750,000
Average Total Non-Paid Distribution	56,662

1a. AVERAGE PAID CIRCULATION of Regional, Metro and Demographic Editions:

Region Number	Edition Name Sub-Region Name	No. of Issues	Sub-Region Average Circulation	Edition Average Circulation	Region Number	Edition Name Sub-Region Name	No. of Issues	Sub-Region Average Circulation	Edition Average Circulation
(1)	Los Angeles	(17)		368,382	(14)	Cleveland	(17)		107,487
	1A Los Angeles	(17)	315,515		(15)	Indianapolis-Louisville			201,232
	1B Phoenix	(17)	52,847			Nashville	(17)	46,797	
(2)	San Francisco	(17)		212,428		15A Indianapolis	(17)	16,735	
	2A San Francisco	(17)	146,868			15B Fort Wayne	(17)	94,566	
	2B Sacramento	(17)	65,560			15C Louisville	(17)	43,134	
(3)	Seattle-Portland	(17)		210,554		15D Nashville	(17)		110,006
	3A Seattle	(17)	114,386		(16)	Cincinnati	(17)	55,421	
	3B Spokane	(17)	25,836			16A Cincinnati	(17)	54,585	
	3C Portland	(17)	70,332			16B Columbus	(17)		242,576
(4)	Denver-Salt Lake City	(17)		157,485	(17)	Baltimore-D.C.	(17)	186,576	
	4A Denver	(17)	92,742			17A Baltimore/D.C.	(17)	56,000	
	4B Salt Lake City	(17)	37,953		(18)	Richmond	(17)		232,998
	4C Billings	(17)	26,790			Atlanta-Raleigh	(17)	109,818	
(5)	Minneapolis	(17)		133,507		18A Atlanta	(17)	43,304	
	5A Minneapolis	(17)	104,825			18B Greenville	(17)	79,876	
	5B Fargo	(17)	26,662		(19)	18C Raleigh	(17)		191,842
(6)	Omaha-Des Moines	(17)		70,878		Miami-Jacksonville	(17)	42,452	
	6A Omaha	(17)	18,286			19A Miami	(17)	86,369	
	6B Des Moines	(17)	52,592			19B Tampa	(17)	63,021	
(7)	Kansas City-Oklahoma City	(17)		165,733		19C Jacksonville	(17)		120,299
	7A Kansas City	(17)	31,681		(20)	Pittsburgh	(17)	92,572	
	7B Oklahoma City	(17)	64,265			20B Charleston	(17)	27,727	
	7C Wichita	(17)	69,787		(21)	Buffalo-Rochester			129,894
(8)	Dallas-Houston	(17)		262,804		Syracuse	(17)	87,511	
	8A Dallas	(17)	130,490			21A Buffalo-Rochester	(17)	42,383	
	8B Houston	(17)	55,557		(22)	21B Syracuse	(17)		229,896
	8C San Antonio	(17)	40,219			Philadelphia-Binghamton	(17)	184,155	
	8D Albuquerque	(17)	36,538			22A Philadelphia	(17)	45,741	
(9)	Milwaukee-Green Bay	(17)		110,824		22B Wilkes-Barre-Binghamton	(17)	79,177	
	9A Milwaukee	(17)	76,212		(23)	23A Albany	(17)	35,430	
	9B Green Bay	(17)	34,612			23B Portland	(17)		185,093
(10)	Chicago	(17)		287,822		Boston-Providence	(17)	156,087	
	10A Chicago	(17)	207,623		(24)	24A Boston	(17)	29,006	
	10B Champaign	(17)	25,750			24B Providence	(17)		330,001
	10C Quad Cities	(17)	54,449		(25)	New York	(17)		96,270
(11)	St. Louis	(17)		71,900		Hartford-New Haven-Springfield	(17)		187,973
(12)	New Orleans-Memphis-Birmingham	(17)		193,784	(26)	Canada (Non-Regional)	(17)		281,653
	12A New Orleans	(17)	109,358			National (Non-Regional)	(17)		
	12B Memphis	(17)	40,645						
	12C Birmingham	(17)	43,781						
(13)	Detroit-Grand Rapids	(17)		219,927					
	13A Detroit	(17)	103,786						
	13B Toledo	(17)	64,828						
	13C Grand Rapids	(17)	51,313						

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2. PAID CIRCULATION BY ISSUES:

1989					1989				
Issue		Subscriptions	Single Copy Sales	Total Paid	Issue		Subscriptions	Single Copy Sales	Total Paid
Jan.	10	1,357,532	3,453,051	4,810,583	July	25	1,597,117	3,943,449	5,540,566
Feb.	1	1,414,632	3,030,604	4,445,236	Aug.	15	1,564,166	3,603,074	5,167,240
	21	1,449,568	3,377,084	4,826,652					
Mar.	14	1,493,406	3,558,678	5,052,084	Sept.	5	1,585,130	3,920,631	5,505,761
						26	1,580,814	3,556,279	5,137,093
Apr.	4	1,543,328	3,656,479	5,199,807	Oct.	17	1,660,005	3,887,843	5,547,848
	25	1,592,249	4,220,531	5,812,780					
May	16	1,586,670	4,128,399	5,715,069	Nov.	7	1,656,244	4,247,116	5,903,360
						28	1,649,138	3,569,478	5,218,616
June	6	1,603,234	3,408,926	5,012,160	Dec.	19	1,696,947	3,422,870	5,119,817
	27	1,591,213	3,266,978	4,858,191					

AVERAGE PAID CIRCULATION BY QUARTERS for the previous three years and period covered by this report:

Calendar Quarter Ended	1986	1987	1988	1989
March 31	6,643,486	6,236,800	5,934,167	4,783,639
June 30	6,305,298	5,542,414	5,867,771	5,319,601
September 30	5,744,139	5,103,589	5,838,231	5,337,665
December 31	6,386,373	6,045,216	5,780,831	5,447,410

AUDIT STATEMENT

The difference shown in average paid circulation, in comparing this report with Publisher's Statements for the period audited is 102,025 copies per issue deduction from paid circulation.

A Supplemental Data Report consisting of an analysis of circulation by counties for the September 5, 1989 issue was released April 9, 1990 for this publication. Data in that report have been verified as part of this audit.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examinations were made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

December, 1990

Audit Bureau of Circulations

(Family Circle, New York, NY - 04-0305-0 - #153875 - 295 - KGL)

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